

**PLEASANT VALLEY RECREATION & PARK DISTRICT**  
**REQUEST FOR PROPOSALS FOR CONSULTING SERVICES TO CONDUCT A**  
**COMPREHENSIVE PARKS AND RECREATION MASTER PLAN**



**RFP RELEASE DATE:**

THURSDAY, JANUARY 4, 2024

**PROPOSALS DUE:**

MONDAY, FEBRUARY 5, 2024

No Later Than 2:00 PM PDT

**DELIVER PROPOSALS TO:**

ADMINISTRATIVE OFFICE

**PLEASANT VALLEY RECREATION & PARK DISTRICT**

*Attn: Jessica A. Puckett, CPRE, Administrative Analyst*

1605 E. Burnley Street, Camarillo, CA 93010

Phone: (805) 482-1996

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*\*All questions regarding this Request for Proposals (“RFP”) shall be directed to Jessica A. Puckett, CPRE, Administrative Analyst at [jpuckett@pvrpd.org](mailto:jpuckett@pvrpd.org) in writing. Proposals shall be submitted by firms that have a capable and demonstrable background in the type of work described in the “Project Scope of Work” section of this notice. In addition, all interested firms shall have sufficient, readily available resources in the form of trained personnel, support services, specialized consultants, and financial resources to carry out the work without delay or shortcomings.*

*\*\*The proposals must be submitted to the Pleasant Valley Recreation and Park District’s Administrative Office, 1605 E Burnley Street, Camarillo, California, 93010, no later than 2:00 p.m. on February 5, 2024. Each proposer must submit one (1) electronic copy of the proposal in accordance with “Submission Requirements” section of this notice.*

# NOTICE INVITING PROPOSALS FOR CONSULTING SERVICES TO CONDUCT A COMPREHENSIVE PARKS AND RECREATION MASTER PLAN

## Introduction

The Pleasant Valley Recreation and Park District (“District”) is issuing this Request for Proposals (“RFP”) seeking to hire a highly qualified landscape architectural and/or planning firm to conduct and develop the District’s very first Comprehensive Parks and Recreation Master Plan (“Master Plan”).

The need for a Master Plan was established in the current District 2021-2026 Strategic Plan as outlined in Goal 3.2: *Complete a comprehensive parks master plan to create a road map for upgrades, expansions, and potential additions to the District’s parks system to meet current and future community needs for parks, trails, and open space.*

The consultant will collect and analyze data to develop a clear set of goals, policies, standards, and recommendations for the District’s existing and future community parks, neighborhood parks, special use facilities, and recreational programming for the next ten years. When complete, the Master Plan will support planning and programming through recommendations in the following areas:

A. Park System Vision, Mission, and Goals:

- 1) District Identity, Vision, and Mission
- 2) Affirmation of Goals and Objectives
- 3) Demographics Analysis
- 4) Recreation Trends Analysis
- 5) Level of Service Standards and Criteria
- 6) Park Classification System Recommendations
- 7) Natural and Cultural Resource Management Recommendations

B. Community Demand, Supply and Needs Analysis:

- 1) Provide the opportunity for community involvement in the planning, construction, and programming of recreation and park facilities.
- 2) Recreation Facilities
- 3) Recreation Programs
- 4) Trails and Open Space
- 5) Environmental Sustainability, *e.g., Turf Mitigation, Wildfire Resiliency, Energy Efficiency, etc.*

C. Ten-Year Plan for Management and Growth:

- 1) New Park Master Plan Priorities and Recommendations
- 2) Existing and Future Park Facility Expansion and Improvement Priorities and Recommendations
- 3) Open Space and Trails Acquisition Priorities and Recommendations
- 4) Budgeting and Funding Priorities and Recommendations with a methodology accounting for deferred maintenance and capital improvements and its effects on services

The Master Plan will provide a 10-year vision for parks, recreation, open space, and trails, as well as an action plan for implementing this vision. The plan needs to be financially sustainable and include realistic goals for implementation. The plan will include research, public involvement, and the development of recommendations for all aspects of the Pleasant Valley Recreation & Park District system.

The selected consultant/consulting team will work closely with the District staff committee and will have proven experience and knowledge in park and recreation planning, project management, and effective public engagement.

## District Background



The District, an independent special district, was formed in January 1962 under the State Public Resources Code of California. The birth of the District was approved by the voters in the Camarillo community to provide quality programs, parks and facilities that could be enjoyed by everyone. The District is located in and around the city of Camarillo, serves a population of over 70,000 and covers an area of approximately 45 square miles. It has grown from one park to 28 parks since its inception 62 years ago.

Within the District, a variety of recreational facilities exist including: a senior center, an indoor aquatic center, a community center, dog parks, lighted ball fields, tennis and pickleball courts, a running track, walking paths, premier soccer fields, hiking trails, picnic pavilions, children's play equipment, and barbeque areas. The City of Camarillo, incorporated in 1964, is a separate entity from the District, however, they do add recreational and cultural service value and amenities to the community by owning two small parks, a trail system, and a full-service library that it operates independently of the District.

Camarillo is a healthy, and family-oriented community with an exceptional quality of life. The District administers year-round recreation programs for a variety of age and interest groups including adult athletic programs, senior services, fitness and athletic instruction, classes, camps, and aquatics programs. For the fiscal year 2023-2024, the District has a total operating budget of approximately \$10 million.

## Project Goals & Objectives

The goal of the consulting services is to provide professional services and expertise for managing, facilitating, and preparing a comprehensive evaluation of the District's parks, recreation, open space, and funding system. The evaluation will assess the current and future recreational needs of the District, as they relate to the mission of the agency, in order to better plan, fund, manage, and develop parks, facilities, open space, trails, and recreational programs.

- A. *Identify and serve current and future park and recreational needs through an integrated park system that provides adequate open space, facilities, trails, and stewardship of the District's natural and cultural resources:*
  - 1) Establish a park classification system and appropriate management recommendations reflecting current and future growth of the park system.
  - 2) Identify the future quantities and locations of open space acreage needed to satisfy the current and future recreation needs of the greater Camarillo area.
  - 3) Ensure the long-term protection, preservation, and sustainability of park resources.
  - 4) Promote the conservation of natural and cultural resources through parkland acquisition, stewardship, and environmentally sensitive planning.
  - 5) Provide facilities that promote sustainability goals.
  - 6) Identify natural resource management objectives to include turf mitigation, water conservation, and wildfire resiliency.
- B. *Provide an accessible and diverse offering of park and recreation facilities and programs to all residents of Camarillo and the District:*
  - 1) Define the role of the District in contributing towards quality of life in Camarillo and Ventura County.
  - 2) Identify and prioritize recreation facilities needed at existing and future parks.
  - 3) Provide for current and future park and recreational needs through funding, deferred maintenance, and facility expansion at new and existing sites, and through optimizing use of all existing facilities.
  - 4) Identify and prioritize recreation programs and special events desired throughout the park system in order to build economic and cultural value by conducting a comprehensive review of current District programming. Deficiencies or gaps, as well as strengths, in programming should be identified.
- C. *Identify and recommend existing and opportunities for future trails for recreational use within park facilities, as well as recommend greenway corridors and linkages to areas outside of Camarillo:*
  - 1) Identify existing network of pedestrian and bicycle paths, nature trails, greenways and linear linkages that connect to parks and popular destinations.
  - 2) Identify stakeholders and encourage cooperative agreements and partnerships with other governmental jurisdictions to achieve a county wide trail system.
  - 3) Provide a conceptual plan that will help to develop a framework for building an integrated system of pathways to link residents to the outdoors.

- D. *Develop an action plan with realistic implementation goals, strategies, and benchmarking—a plan for prioritizing, phasing, funding, and accomplishing the identified needs:*
- 1) Identify a funding strategy or strategies for ongoing growth and improvements to the park, open space, and trails system.
  - 2) Identify and recommend funding options that outlines projects, anticipated costs, and operation and maintenance implications.
  - 3) Provide conceptual illustrations/visualizations to articulate possible future visions for selected parks and facilities.
  - 4) Identify alternative revenue models, potential efficiencies, available grants, and fundraising opportunities.

## Project Scope of Work

The selected Consultant will work directly with a project manager from the Administration Department of the District. The consultant will also work with a group of various internal and external stakeholders, municipal partners, the Board of Directors, and other local and regional organizations. The following scope of work outlined below is to be used as a general guide and is not intended to be a complete list of tasks necessary to complete the Comprehensive Master Plan. The District is open to alternative approaches that may deviate from this scope to better meet project objectives.

### **1. Project Administration**

- The consultant is expected to conduct meetings and communicate with District staff on a regular basis throughout all phases of the project, to ensure the Comprehensive Master Plan reflects the vision and priorities of the District and its citizens.
  - Project Initiation
    - Finalize scope of work
    - Finalize project goals and objectives.
  - Project Administration
    - Meet staff committee
    - Finalize work plan
- *Deliverables should include: Final work plan, process flowchart, timeline, staff committee meeting schedules, agendas, handouts, meeting reports, recommended website update(s) (and/or a separate project specific site option if consultant chooses to include in the scope of work of the total project cost).*

### **2. Evaluation, Research and Analysis of Existing Conditions and Plans**

The consultant will conduct research and analysis, review existing documents, and evaluate the park and recreation systems based on established standards and criteria for an objective basis of identification of deficiencies and recommendations.

- Demographics research
- Review applicable studies, plans, and policies:
  - Existing documents review, to include but not limited to:
    - Population and demographic data
    - City of Camarillo General Plan and Recreation Element
    - 2018 Senior Community Center Needs Assessment
    - 2021-2026 Strategic Plan
    - 2022 ADA Transition Plan

- 2022 Fee Study & Cost Recovery Policy
  - 2011 Freedom Park Master Plan
- Recreation trends research that will have an effect on the Master Plan
- Level of service standards and criteria
- Park classification system evaluation
- Complete a full inventory and evaluation of existing District park facilities:
  - Review the condition of amenities, structures, wayfinding, furnishings, accessibility, and overall maintenance of existing community parks, neighborhood parks, aquatic facility, parks maintenance support facility, and special use facilities. The analysis should consider the capacity of the amenity as well as its functionality, accessibility, condition, convenience, and useful life.
    - Recreation Facilities inventory and evaluation
    - Recreation Programs inventory and evaluation
    - Parks, Trails and Open Space inventory and evaluation
    - Natural and Cultural Resources inventory and evaluation
- Complete a review of current land acquisition process.
- Compare Pleasant Valley Recreation facilities with those of other peer cities or Districts based on population.
- Complete an analysis of the Recreation Department:
  - Opportunities, strengths, and weaknesses of current recreational programs.
  - Summarize current marketing efforts used to share and promote information on our plans, events, projects, and programs.
  - Opportunities, strengths, and weaknesses of current public-private partnerships, volunteer opportunities, and Foundation development.
- *Deliverables will include: maps, tables and reports reflecting all inventories and evaluations compiled into a manageable, editable format to be used as a primary data source for facilities and programming.*

### 3. **Community Outreach, Engagement and Needs Assessment**

The consultant is expected to develop and conduct a well-publicized public involvement process using various media and forums to reach as many citizens as possible. The strategy should identify current facility use, awareness of current facilities and programs, gathers preferences for future parks, facilities and amenities, and shapes goals and recommendations to guide park, facility, and program development. All results of this process should be delivered in an easily digestible and clear format that can be shared on multiple digital platforms as this information will be shared with the public during the master planning process, included within the comprehensive master plan document, and used to inform strategies and recommendations.

#### A. Public Involvement

- a. Stakeholder Interviews
- b. Focus Groups
- c. Public Workshops
- d. Pop-Up Events
- e. Community Survey

- B. Public Information
  - a. Public Information Displays
  - b. Press Releases
  - c. Web materials, social media
  - d. Public Presentations
- C. Needs Assessment
  - a. Recreation Facilities
  - b. Recreation Programs
  - c. Parks
  - d. Trails and Open Space
- *Deliverables will include: community involvement plan, agendas, handouts, graphics, survey instruments, survey report, workshop reports, interview instruments, PowerPoint presentations; reports of findings from meetings, workshops, interviews; public information plan, graphic and text materials for distribution and website update(s).*

#### 4. **Recommendations and Action Plan**

The consultant will provide a draft report, making recommendations in all areas for review. This report should be a strategic plan that will help guide policies and plans for the District for the next 10 years.

The final report will incorporate the following:

##### A. Draft recommendations

- 1) Recreation and Park System Mission and Goals
  - a) Park classification system recommendations.
  - b) Identify and provide recommendations based on an assessment of the District's approach to facility and grounds maintenance.
  - c) Provide a facilities maintenance strategy for improved quality standards of current and future facilities for all facility types.
  - d) Identify and prioritize recommended modifications to existing parks, facilities, open space, and trails.
  - e) Identify and prioritize opportunities, goals, and policy recommendations for development, planning and/or acquisition of new and future parks, facilities, open space, and trails, which incorporate Level of Service Standards recommendations.
  - f) Natural and cultural resource management recommendations.
  - g) Trails and Open Space evaluation and recommendations.
  - h) Provide a process to maximize strategic partnerships with other public and private entities.
  - i) Provide departmental staffing needs to fulfill current needs and respond to future growth.
  - j) Develop an updated brand strategy and standards for the District.
  - k) Develop a process to achieve social and geographic equity with current and future recreation facilities and programming.
  - l) Provide an implementation action plan for recommendations.
- 2) Community Demand, Supply, and Needs Assessment Report
- 3) Ten-Year Plan for Growth:



- a) New Comprehensive Park Master Plan Priorities and Recommendations
- b) Existing and Future Park Facility Expansion Priorities and Recommendations
- c) Recreation Program Expansion Priorities and Recommendations
- d) Trails and Open Space Expansion Priorities and Recommendations
- e) Budgeting and Funding Priorities and Recommendations
- B. Final Comprehensive Master Plan Report
- C. Presentation to Long Range Planning Committee and District Board

## 5. Presentations and meetings

- Attend a minimum of four (4) meetings with staff to review and discuss project administration, draft recommendations, and priorities.
- Attend a minimum of three (3) community meetings to discuss community needs and parks design preferences and receive public input.
- Prepare and present a PowerPoint presentation to: Long Range Planning Committee and District Board of Directors for final Plan approval.

## Submission Requirements

Interested proposers must submit five (5) copies, plus one electronic version (PDF format) of the proposal on or before the deadline containing the following information to the District to be considered a viable candidate for this contract. Electronic copies should be sent to [jpuckett@pvrpd.org](mailto:jpuckett@pvrpd.org). Proposals shall not exceed 25 pages including any attachments (staff resumes do not count toward the page limit). Font size shall be no less than 11 pt. Any proposal that does not contain the information outlined below shall not be considered.

### 1. Transmittal Letter to the Selection Committee

- a. The proposal must contain a transmittal letter, signed by an official authorized to commit the firm to the representations, commitments and statements contained in both the proposal and contracts. This should include the name, mailing address, email address, and phone number of the firm's primary contact person for the proposal. Firm advertising, brochures, and other promotional material should not be included.

### 2. Description and Qualifications of the Firm

- a. A description of the firm's organizational structure, the jurisdiction in which the firm is organized and date of such organization. In addition, provide a description of the firm's qualifications and experience.

The District desires a team who ideally brings the following experience:

- 1. Describe the firm's methods for collaborating with your teams, stakeholders, community, and District staff.
- 2. Past work on similar projects incorporating any of the following themes of sustainability, inclusion, equity, environmental stewardship, fire safety, preservation, and cultural character.
- 3. Past design of public use facilities to include accessibility improvements in parks or public spaces.
- 4. Discuss any innovative or creative approaches the firm has used to address challenges in previous projects.
- 5. Past design for projects of similar size, scope, or complexity to this Project. Provide your firm's strategies for engaging the public in park-related projects.

### **3. Staffing**

- a. Provide an organizational chart identifying: 1) the project manager for the work; 2) each key person who would be assigned to carry out the work, and their respective roles in performing the work. Provide a separate description of the experience and qualifications of such manager(s) and key persons, including a summary of experience on similar projects to those described in this proposal. Resumes should be included for all key individuals as an appendix to the submittal.
  - i. The District must approve changes to key personnel committed to work on the project subsequent to award of contract.

### **4. References**

- a. A list of no more than three (3) references for the proposer and no more than three (3) references for any subconsultants, if proposed, including the names, addresses and telephone numbers of recent clients, preferably other public agencies and a listing of the specific projects and key individuals that have participated in them. Include the dollar amount related to participation. Identify how much experience the firm and sub consultant, if needed, has had with public agencies.
- b. A maximum of four (4) examples of past work completed within the last five (5) years that represent the type of work requested in this RFP. Examples can be representative of projects with References or from separate completed projects. Please provide the following information for each project, along with project images and narratives, using the checklist below and organizing the information in the same sequence:
  - i. Project name, location, and current status
  - ii. Population of community
  - iii. Project description (including a description of professional services provided)
  - iv. Project owner (reference's current: name, address, telephone number, and email)
  - v. Project duration
  - vi. Cost of Master Planning effort
  - vii. Individual responsible for day-to-day contact with the client.
  - viii. Key team members including sub-consultants responsible for the work and the firm they were employed with at the time of the project work. If the firm has multiple offices, indicate which office managed the similar project.

### **5. Scope of Work**

- a. A clear and concise statement of the proposer's understanding of the nature and extent of the services required.
- b. Approach to the project, highlighting the methodology and process to be used, components and expected deliverables.
- c. The proposed project timeline to include a schedule that shows how tasks fit within the project timeline and related to appropriate milestones and project deliverables..

### **6. Project Budget & Other Financial Information**

- a. The proposer shall provide the financial information requested below. If submitted by a consortium, a joint venture, a partnership, or by an individual, it shall be signed by an individual authorized to bind the firm making the proposal.
  - i. A firm must include in its proposal a complete disclosure of any alleged significant prior or ongoing contract failures, any civil or criminal litigation or

investigation pending which involves the firm or in which the firm has been judged guilty or liable within the last five (5) years.

- ii. If there is no negative history to disclose, the firm must affirmatively state in its proposal that there is no negative history to report.
- iii. A detailed Scope of Work, including an itemization of all services to be provided and their individual costs. This should include estimated staffing, hours, costs, and a description of each major task and subtask, including public meetings.
- iv. A schedule of hourly rates to be charged for extra work if required during the course of the contract as well as other cost factors which would be needed to price extra work.
- v. A total not-to-exceed price for the project.
- vi. A disclosure of all personal, professional, or financial relationships with any officer and/or employee of the District.

### Evaluation Criteria

The objective is to choose the proposal that offers the highest quality services and will achieve the project's goals and objectives within a reasonable budget. While cost is important, other factors are also significant and the District may not select the lowest cost proposal.

All proposals submitted in response to this RFP will be evaluated by a committee in accordance with the objectives mentioned above and the following criteria with a given point value listed below.

<b>Selection Criteria—RFP</b>	<b>Points Available</b>
<b>Understanding of Scope of Work; Recommended Methodology &amp; Process to include High Public Engagement</b>	<b>25</b>
<b>Project Components, Timeline, and Deliverables</b>	<b>15</b>
<b>Demonstrated Expertise in Performing Similar Work</b>	<b>20</b>
<b>Qualifications and Experience of Key Staff</b>	<b>20</b>
<b>References &amp; Past Project Samples</b>	<b>15</b>
<b>Proposed Project Cost</b>	<b>15</b>
<b>Total Points Available Per Proposal</b>	<b>110</b>

Total scores will be tabulated, and the highest ranked firm will enter into negotiations. If the District requests presentations by short-listed offerors, committee members may revise their initial scores based upon additional information and clarification received in this phase. Please note that presentations have not been scheduled and are not anticipated at this time. However, if the District elects to set up interviews and your firm is invited to give a presentation to the committee, notice will be given with a set date.

### **Firm Selection & Notification**

The issuance of this RFP and the selection of the most qualified firm is the first step in the process that will eventually lead to the execution of an agreement with the most qualified firm. Each proposal will be reviewed to determine if it meets the submittal requirements contained within this RFP.

The successful Consultant to whom work is awarded shall, within 30 days of Board approval, enter into a contract with the District for the work in accordance with the specifications and shall furnish all required documents necessary to enter into said contract.

The District reserves the right to enter into a contract without further discussion of the submitted proposal. Therefore, the proposal should be initially submitted on the most favorable terms the proposer can offer.

The District reserves the right to accept and or withdraw the RFP in whole or in part, at any time and for any reason and/or request additional information from all proposers. Submission of a proposal confers no rights upon a proposer and does not obligate the District in any manner. The District also reserves the right to modify any aspects or waive any irregularities, terminate, or delay this RFP, the RFP process, and or the program, which is outlined within this RFP at any time if doing so would serve the interest of the District. The contract award will be made at the sole discretion of the District based on evaluation of all responses.

Each proposer, by submitting a proposal, agrees that if the District accepts its proposal, such proposer will furnish all items and services upon the terms and conditions in this RFP and subsequent contract. Proposals that do not meet the mandatory requirements set forth in this RFP will be

considered non-compliant. Proposers may be disqualified, and the proposal may be rejected by the District for any of, but not limited to, the following reasons:

- Failure to properly respond to the RFP;
- Evidence of collusion among the proposers submitting the proposals;
- Failure to comply with the specification requirements of the RFP.

### Contract Requirements

The District plans to use the attached Pleasant Valley Recreation & Park District Professional Services Agreement. Consultants with significant concerns about the sample agreement should not submit on this RFP.

The top ranked firm will be notified in writing and will be asked to meet and submit their prospective scope of services and refine their fee (to be broken down by tasks). If after negotiation and consideration, the District is unable to reach an acceptable agreement with the top-ranked firm, they will terminate negotiations with the top-ranked firm and, at their sole discretion, may: enter into negotiations with the second-ranked firm; withhold the award for any reason; elect not to proceed with any of the proponents; or re-solicit new Proposals.

### Estimated Selection & Approval Schedule

<b>Request for Proposals Open</b>	Thursday, January 4, 2024
<b>Questions/Clarifications Due</b>	Friday, January 19, 2024
<b>Answers Provided by</b>	Friday, January 26, 2024
<b>Deadline for Proposals</b>	Monday, February 5, 2024
<b>Evaluation of Proposals</b>	February 6-9, 2024
<b>Announce Decision</b>	Wednesday, March 6, 2024
<b>Contract Negotiations</b>	March 2024
<b>Desired Project Close Out</b>	<i>(no later than)</i> May 31, 2025

*\*The District reserves the right to revise the above schedule.*

## Questions

Upon release of this RFP, all Consultant communications concerning the RFP should be directed to Jessica A. Puckett, CPRE, Administrative Analyst via the contact information listed below. Unauthorized contact regarding this RFP with any other District employees may result in disqualification. Any oral communications will be considered unofficial and non-binding with the District. Consultants should rely only on written statements by Ms. Puckett.

**Name:** Jessica A. Puckett, CPRE, Administrative Analyst

**Address:** Pleasant Valley Recreation & Park District  
1605 E. Burnley Street, Camarillo, CA 93010

**Email:** [jpuckett@pvrpd.org](mailto:jpuckett@pvrpd.org)

## Submittal Instructions

Proposals must be received no later than 2:00 p.m. PDT on Monday, February 5, 2024.

Proposals shall be mailed to:

**Pleasant Valley Recreation & Park District**

*Attn: Jessica A. Puckett, CPRE*

1605 E. Burnley Street  
Camarillo, CA 93010

The proposals shall be in a sealed envelope or box and clearly labeled with the Consultant's name, address, and "Comprehensive Master Plan RFP."

## **Attachment 1: Sample Professional Services Agreement**